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Wisconsin Power and Light Co.
An Alliant Energy Company

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Madison, WI 53701-0192

Office: 608.252.3311
www.alliantenergy.com

January 30, 2002

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Mr. Kevin B. Cronin
Public Service Commission of Wisconsin
P. O. Box 7854
Madison, WI 53707-7854

Dear Mr. Cronin:

The attached 2001 Customer Satisfaction Report is submitted in response to PSC113.0609 Customer Satisfaction Surveys and the Wisconsin Power and Light Methodology Plan submitted March 26, 2001.

If you have questions, please contact Terry Nicolai at 252-5039 or me at 252-4848.

Sincerely,

Diane M. Schuler
Manager – Market Research

Cc: Terry Nicolai
Peggy Howard Moore
Ritchie Sturgeon

**Wisconsin Power and Light
Year 2001 Customer Satisfaction
Wisconsin Public Service Commission**

This report is submitted in response to PSC113.0609 Customer Satisfaction Surveys. Each Wisconsin utility agreed to file a 2001 customer satisfaction report no later than January 31, 2002.

Residential Customers

Methodology

200 completed telephone interviews with Wisconsin Power and Light residential customers. Telephone survey conducted by JD Power & Associates during March – May 2001.

Results

Respondents used a scale of 1 to 10 with 1 being “Unacceptable”, 5 being “Average”, and 10 being “Outstanding.” Also, respondents were allowed to answer “don’t know”. The “don’t know” respondents were not included in the mean score.

<u>Customer Service Component¹</u>	<u>Mean</u>
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How would you rate your representative on...

listening to you?	8.15
demonstrating genuine concern for your needs?	7.74
being helpful?	8.00
having sufficient knowledge?	7.75
being courteous?	8.51
solving your problem or answering your question	8.02
How would you rate your local electric utility on their ability to deliver what was promised?	8.16
How would you rate the promptness in being able to speak to that person?	7.48

¹ Based only on respondents that called Alliant Energy (Wisconsin Power and Light) in the past twelve months and spoke to a customer service representative

Power Quality & Reliability Component**Mean**

How would you rate the ability of your electric company to...

provide electricity service without spikes or surges?	7.60
avoid brief interruptions of 5 minutes or less?	7.34
adequately maintain their distribution wires, poles, and transformers?	7.68
supply electricity during very hot or very cold weather conditions?	7.96
avoid lengthy outages of more than 5 minutes?	7.12
provide reliable electric service to your home?	8.16
keep you informed about an outage?	5.99

Billing Component**Mean**

How would you rate the...

accuracy of the meter reading and calculation of the amount to pay?	7.03
quality of the information available on your bill?	7.45
ease of finding the exact amount to pay?	8.50
ease of understanding your monthly electric bill?	7.19
length of time you are given to pay your bill without penalties?	7.36
the options you have for how you pay your bill?	7.32
ease of finding the payment due date on your bill?	8.33

Business Customers

Methodology

100 completed telephone interviews with Wisconsin Power and Light business customers. Telephone survey conducted by Kiley Marketing, Inc., Madison, WI. October 17-24, 2001.

Results

The first series of statements was about possible interactions respondents may have had with Alliant Energy. Respondents used a scale of 1 to 5 with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree." Also, respondents were allowed to answer "don't know" if the statement was not applicable to them. The 'don't know' respondents were not included in the mean score.

<u>Customer Interactions</u>	<u>Mean</u>
Alliant Energy is easy to contact.	4.13
Alliant Energy is able to answer my questions.	4.03
If a problem occurs, Alliant Energy is able to solve the problem to my satisfaction.	3.91
Alliant Energy follows up on my requests.	4.05
Alliant Energy takes "ownership" of my problems and works until they are resolved.	3.94

The next series of statements involved power quality and reliability. Respondents used a scale of 1 to 5 with 5 meaning “Strongly Agree” and 1 meaning “Strongly Disagree.” Also, respondents were allowed to answer “don’t know” if the statement was not applicable to them. Again, these respondents were not included in the mean score.

<u>Power Quality & Reliability</u>	<u>Mean</u>
Alliant Energy is easy to reach when I need to report a power problem.	4.18
Alliant Energy keeps the number of outages (planned and unplanned) down to a minimum	4.47
The utility keeps us informed of any planned outages.	4.18
Alliant Energy keeps the number of surges/fluctuations in power down to a minimum.	4.13
When an outage occurs, Alliant Energy provides accurate information about when power will be restored.	3.91
Alliant Energy keeps my company informed of any system maintenance they need to perform.	4.05
When an outage occurs, Alliant Energy restores service quickly.	4.29

The last statement was about billing. Respondents used a scale of 1 to 5 with 5 meaning “Strongly Agree” and 1 meaning “Strongly Disagree.” Also, respondents were allowed to answer “don’t know” if the statement was not applicable to them. Again, these respondents were not included in the mean score.

<u>Billing</u>	<u>Mean</u>
The bill from Alliant Energy is easy to understand.	4.27

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